

# A WORLD OF *its own*



**Resorts World Birmingham is a few weeks shy of celebrating its first birthday, but this relatively young attraction is by no means an amateur when it comes to providing groups with a memorable visit. Rachel Bailey reports.**

**S**at in a luxurious restaurant eating a delicious lunch of red snapper and steamed jasmine rice with a tranquil view of a stretch of water in front of me, it's hard to believe that I am not on a cruise ship.

Quite the opposite, in fact; I am less than a six minute drive from Birmingham Airport, a stone's throw from the Exhibition Halls of the National Exhibition Centre (NEC) and the Genting Arena, and a half an hour drive from the centre of Birmingham.

I am in Resorts World Birmingham, one of the largest leisure attractions to be built in the West Midlands. It's located on the NEC campus in Solihull, seven miles from the city.

I'm eating my lunch with Charles Lu, the marketing project manager for resort travel and tourism, who assures me that the cruise-ship feel is no coincidence. The attraction has

been designed with this kind of environment in mind, and it's effective. Like a cruise ship, there's a host of features on offer that will keep guests occupied.

There are 50 outlet stores; an 11-screen Cineworld including an IMAX screen; 18 bars and restaurants with a wide range of food offers; a luxury spa with a swimming pool; a large casino; plus the four-star Genting Hotel with 178 rooms including six 5-star suites and one presidential suite.

In a nutshell, this is not just a shopping centre. This is a world where everything is under one roof, where you can visit for a few hours, or stay for a number of days.

## Malaysian roots

Resorts World Birmingham is owned by one of the world's leading global leisure groups, the Genting Group, which is based in Malaysia.

With a direct investment of £150 million, the Birmingham site is the first Resorts World property in Europe. Other Resorts Worlds are located in Malaysia, Singapore, Manila, New York and Bimini Island.

The UK site has been built with Asian culture in mind. The design of the on-site Genting Hotel, for example, was overseen by a feng shui master from Malaysia.

The Sky Bar – which is an exciting part of Resorts World Birmingham's night time offer – has a cocktail menu based on Wu Xing, the five elements of Asian philosophy (metal, earth, fire, wood and water). The Sky Bar also includes a theatrical chef's table centre piece, which has a Teppanyaki and Yakitori serving platform.

## A round-up of group benefits

- An exclusive discount card for every group member to spend in the outlet stores
- Free coach parking
- Free meal vouchers for the group travel organiser and the coach driver
- Discounts/packages in the spa and casino when booking in advance
- Group booking and set menus at a number of on site bars and restaurants.

## All under one roof

Outlet shopping is one of Resorts World's main appeals. Taking up the ground floor is the outlet mall, which boasts top brands such as GAP, H&M and Next and other favourites such as Carhartt, The North Face, Kurt Geiger and The Body Shop.

The majority of the 50 stores have come together under an incentive scheme comprising an exclusive discount card – just for groups.

This card allows each group member a further discount of between a ten and 20 per cent discount on top of the already discounted outlet prices (up to 70 per cent off RRP).

Follow a session of retail therapy with lunch at one of the many restaurants located throughout the complex. Remember that delicious red snapper I was eating earlier? I was sat in the Robata Bar and Grill, one of the most popular eateries at Resorts World Birmingham, where Australasian and Pan-Asian food is served daily.



• Right: Outlet shopping.  
Left: Robata Bar and Grill.





Further highlights for hungry visitors include the Bottega Prosecco Bar, which offers top quality Italian dining accompanied with premier Prosecco wine, and famous chef Andy Waters' restaurant, where British and French cuisine is served in a relaxed atmosphere.

Many of the Resorts World Birmingham restaurants and bars take group bookings or offer set menus. The High Line New York Bar and Lounge, for example, can have its booths booked separately for smaller groups, or be entirely booked out for private events.

Once you've eaten your fill, there's a number of entertainment options to choose from. Visitors can drop in at the 11-screen Cineworld, which is home to one of the first-ever purpose-built IMAX screens in the UK. This cinema screens the latest films as well live broadcasts of concerts and other performances.

Make time also for a visit to the Genting International Casino which is open 24 hours a day. It's said to be the

largest casino floor in the UK, offering a wide variety of table, card and slot games. There are delicious dining options in here, too, plus a Sports Bar with 180 degree screens showing the latest live sport from football and golf to rugby and boxing.

### Why should groups visit?

Want to know why Resorts World Birmingham is a great place for groups to visit? Here is the view of the Resort's Operations Director, Ian Bennett;

"Resorts World Birmingham offers several options when it comes to visiting," he explains. "Groups can use the complex for a short visit maybe to shop or grab a bite to eat, but there is plenty on offer for those who wish to spend the day, with a number of onsite discounts. There are also both exhilarating and relaxing leisure experiences to enjoy, like the cinema, spa and of course casino.

The Resorts World Birmingham website is currently being refreshed, providing organisers with a dedicated groups' page and a platform to plan a group trip to the Resort. ■

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D.O.B. (OPTIONAL)

Fill out this form and post into our post box in the atrium or hand into one of our Guest Services Team.

You'll then be entered into a prize draw to win a £500 gift card\* to spend at Resorts World Birmingham!

[resortsworldbirmingham.co.uk](http://resortsworldbirmingham.co.uk)

\*Terms & conditions apply. By completing this form you are agreeing to our Terms and Conditions and Privacy Policy and have agreed to receive email communications from us. You will always be given the opportunity to unsubscribe on any of our emails.

 **BEYOND  
OUTLET  
SHOPPING**

## Win a £500 gift card for Resorts World Birmingham

Resorts World Birmingham is giving away a £500 gift card. If you're visiting the Group Leisure & Travel Show at the NEC in Birmingham on Thursday 20th October, you could be in with a chance of winning it.

All you need to do is fill in the coupon (left) and give it to one of the Resorts World team members at Stand 547, or drop off your business card. Alternatively, you can post the coupon into the post box in the Resorts World Birmingham atrium.